

'Green' Room For Flowcrete's New-Look Website



Sustainability and the environment take centre stage in a new look website from global flooring manufacturer, Flowcrete Group.

A dedicated environmental zone has been created at www.flowcrete.com to highlight the company's proactive approach to reducing its carbon footprint.

With a wealth of innovative features including an animated view of the company's sustainable journey to date and information on how Flowcrete floors can achieve points under the LEED environmental assessment system, the area is expected to become a point of reference for specifiers looking at sustainable choices.

The company's pioneering work in corporate social responsibility is also featured within the 'green' area of the web.

Developed by Flowcrete's Group Marketing team, the website has been created with the ultimate aim of providing a single point of reference for the company's global business.

Flowcrete, which secured The Queen's Award For Enterprise earlier this year, has 29 offices and eight manufacturing centres of excellence across the world.

Mark Greaves, managing director of Flowcrete Group, which has its headquarters in Sandbach, Cheshire, said: "The new website acts as a central hub for our global operations, providing an overview of the Group's business operations and giving users an easy-to-navigate route to their own country's website, to connect at a local level."

More details of Flowcrete's unique Floorzone Solution are also featured on the new website, highlighting the environmental and cost-saving benefits brought about by this single-responsibility flooring package.

Floorzone incorporates the screed, soundproofing, heating and decorative seamless resin finish - all designed and supplied by Flowcrete and installed by a Flowcrete approved contractor.

ENDS

Notes to Editors

Flowcrete Group Ltd is a world leader in the manufacture of seamless industrial and commercial flooring with international manufacturing facilities in Europe, the Americas, Asia and Africa.

Flowcrete supply world-class seamless flooring solutions to transform environments across the globe including; decorative seamless resins, waterproof car park deck coating systems, seamless resin terrazzo, durable antimicrobial flooring, corrosion protection, self levelling underlayments, underfloor heating and now underfloor acoustic insulation.

Flowcrete's ambitious and dedicated team is inspired by excellence in people, products and service as well as continual innovation and sustainable growth. Flowcrete continues to use its global expertise to introduce environmentally friendly, hygienic and aesthetically attractive floors to create a better and more sustainable world.

For further information please contact <mailto:marketing@flowcrete.com>

Or visit us on the web at www.flowcrete.com